

## Message Text

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ACTION EA-07

INFO OCT-01 ISO-00 EB-05 RSC-01 DRC-01 /015 W

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P R 140020Z JUN 74

FM AMEMBASSY TOKYO

TO USDOC WASHDC PRIORITY

INFO SECSTATE WASHDC 2614

UNCLAS TOKYO 7821

FOR OIM/WELCH

E.O. 11652: N/A

TAGS: BEXP, JA

SUBJECT: PROPOSED FY 1976 EVENT SCHEDULE: JAPAN

REF: (A) STATE A-4071, MAY 20, 1974

(B) STRONG/EISELT LTR 28 FEB 74 RE FY'76 PROGRAM

(C) TOKYO A-985, DEC 19, 1973

FOLLOWING ARE POST COMMENTS ON SUBJECT EVENT SCHEDULE:

### 1. TRADE FAIRS:

"JAPAN GRAPHIC ARTS SHOW": TIMING GOOD SINCE 30 MONTHS WILL HAVE PASSED SINCE SUCCESSFUL USDOC PARTICIPATION JAGAS, MARCH, 1973. TARGET NUMBER OF PARTICIPANTS SHOULD BE INCREASED: 40-TO-50 IN LIEU 3 5.

"FOURTH TOKYO INTERNATIONAL GOOD LIVING SHOW": THIS EVENT SHOULD BE EFFECTIVE PROMOTIONAL VEHICLE FOR U.S. CONSUMER GOODS AS NOTED REF (B).

### 2. TRADE CENTER EXHIBITIONS:

"OCEANOGRAPHIC EQUIPMENT", AUGUST 4-8, 1975. TIMING GOOD DUE TO INTEREST THIS THEME GENERATED BY OCEAN EXPO, OKINAWA, AND THE 3RD INTERNATIONAL OCEAN DEVELOPMENT CONFERENCE, TOKYO, AUGUST 5/8, 1975. POST SUGGESTS ADDING MARINE EQUIPMENT TO SHOW TITLE AND COMPOSITION  
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AS DESCRIBED TOKYO 3232.

"MICROWAVE INSTRUMENTS, CIRCUITS AND COMPONENTS," SEPT. 15-19, 1975: TIMING SHOULD BE APPROPRIATE. POST RECOMMENDS EXHIBITION FOLLOW GUIDANCE PROVIDED PAGES 6-7 AND 13-14, TOKYO A-993, DEC. 27, 1973.

"ADVANCED MEDICAL EQUIPMENT," OCT. 6-10, 1975: POST FEELS SCHEDULING THIS SHOW TO COINCIDE WITH ASSEMBLY OF THE WORLD MEDICAL ASSOCIATION MEETING TOKYO OCT. 5-12 WILL GENERATE MAXIMUM QUALITY ATTENDANCE. REQUEST OIM REFER RECOMMENDATIONS MADE SECTION A, PART 5 AND SECTION C, PART 5 TOKYO A-120, FEB. 25, 1974.

"NUCLEAR INSTRUMENTS AND ACCESSORIES," NOVEMBER 10-14, 1975: POST HAS RESERVATIONS THAT THIS THEME CAN BE SUCCESSFULLY PROCURED, RECOMMENDS EARLY AND THOROUGH POLLING U.S. INDUSTRY TO DETERMINE IF SUFFICIENT MANUFACTURERS CAN BE RECRUITED. IF NOT, POST RECOMMENDS CONVERSION THIS EVENT TO JEEP PRESENTATION. REFER TOKYO A-155, MARCH 5, 1974.

"ENERGY HANDLING AND STORAGE EQUIPMENT AND RELATED TECHNOLOGY," JAN. 26-30, 1976: POST SUPPORTS THIS TIMELY THEME BUT NOTES THAT DETAILED MARKET RESEARCH MUST BE CONDUCTED TO DETERMINE VIABILITY PRODUCT COMPOSITION. REFER ENCLOSURE SEVEN REPAIR (C): "POWER GENERATION EQUIPMENT."

"LASER/ELECTRO-OPTICAL EQUIPMENT," FEB. 23-27, 1976: THE JAPAN SOCIETY

OF APPLIED PHYSICS WILL SPONSOR A SOLID STATE ELEMENTS CONFERENCE SEPT. 6-8, 1976, AND IEEE JAPAN WILL CONDUCT LASER-RELATED CONFERENCE SAME MONTH IN TOKYO. POST FEELS THAT THIS WILL CREATE AN IDEAL CLIMATE FOR TRADE CENTER SHOW IN THIS THEME AND RECOMMENDS ITS POSTPONEMENT ACCORDINGLY. ACCORDING LOCAL SOURCES SPECIAL ATTENTION SHOULD BE GIVEN TO LASER COMMUNICATIONS. FOR FEBRUARY DATES INDICATED

SUGGEST AVIONICS AND AVIATION SUPPORT EQUIPMENT EXHIBITION, FOR WHICH

RECEIPT TIR RESEARCH EXPECTED AUGUST, 74.

"DISASTER RELIEF AND EMERGENCY EQUIPMENT," MARCH, 1976: CLEAR DISTINCTION MUST BE MADE BETWEEN HEALTH CARE INDUSTRIES PRODUCT CONTENT NOTED IN REF (A) ENCLOSURE FOR OCTOBER ADVANCED MEDICAL UNCLASSIFIED

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EQUIPMENT THEME AND THIS PROPOSED EXHIBITION. POST FEELS PRODUCT COMPOSITION COULD ALSO INCLUDE SECURITY AND SAFETY SYSTEMS FOR OFFICE BUILDINGS, DEPARTMENT STORES, INSTITUTIONS. REFER ENCLOSURE ELEVEN REPAIR (C). ONE PROBLEM HERE WILL BE IDENTIFYING A COHERENT TARGET AUDIENCE. SHOW COULD USEFULLY COINCIDE WITH 4TH INTERNATIONAL SECURITY AND SAFETY EXHIBITION SPONSORED BY NIHON KOGYO SHIMBUN TO BE HELD HARUMI MRCH, 1976, EXACT DATES TO BE DETERMINED.

"INDUSTRIAL PROCESS CONTROL INSTRUMENTATION," APRIL, 1976: POST SUPPORTS EXHIBITION THIS TARGET INDUSTRY TO COINCIDE WITH THE NIKKAN KOGYO SHIMBUN INTERNATIONAL AUTOMATIC CONTROL EQUIPMENT EXHIBITION, HARUMI, PRECISE DATES TO BE DETERMINED. MARKET RESEARCH PRESENTLY NEARING COMPLETION.

"DATA COMMUNICATIONS EQUIPMENT," JUNE 7-11, 1976: POST FEELS JUNE EXHIBITION PREFERABLE ALLOWING ADDITIONAL MONTH FOR PROMOTIONAL ACTIVITY.

3. TRADE MISSIONS: GIVEN RECENT HISTORY LACK OF PROCUREMENT SUCCESS SPECIALIZED TRADE MISSIONS THIS MARKET, POST FEELS JEEP EQUIPMENT FOR THE HANDICAPPED WOULD BE MORE VIABLE AND APPROPRIATE.

4. JEEPS: THEMES PROPOSED REPAIR (A) ALL APPEAR TO BE VIABLE. HOWEVER,

NOTE POST RECOMMENDATION PARA TWO ABOVE FOR SUBSTITUTION AVIONICS EQUIPMENT IN LIEU OF LASERS FEBRUARY 1976. SUGGEST PHOTOGRAMMETRY AS ADDITIONAL FY'76 JEEP THEME IN VIEW SEC 1 PARA 4 PP 8-9 TRI RESEARCH DATED MAY 20, 1974.

SHOESMITH

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## Message Attributes

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**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
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**TAGS:** BEXP, JA  
**To:** COM  
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